

2019 DENVER #61 Council Strategy Map

Outcomes: Character – Leadership – Citizenship – Fitness

- Scouting Vision
- Vision for Each Objective
- Objective
- JTE Measure

Member Partners – Needs

“We Deliver Life Changing Experiences for our Members.”

Finance – Goals

“We are Financially Healthy”

- Increase Revenue
- JTE 1: Positive Fiscal Management
- JTE 2: Increase council-generated fundraising
- JTE 3: Endowment Growth & Stability

Process – Excel at Internal Processes

“Our Units have FUN Programs with Positive Outcomes.”

- Enhance Recruiting;
- JTE 4: Community – Increase Market Share +6%
- JTE 5: Increase Youth Membership +3%
- JTE 6: New Member Recruiting +1%
- JTE 14: Unit Growth & Retention +10%

Effective Marketing & Communications

JTE 16: Council Leadership Strategic Plan

Great Member Care

- JTE 7: Improve Youth Retention +2%
- JTE 13: Youth-serving Executives 1 TSA: 24,000 TAY
- JTE 14: Unit Growth & Retention 90%
- JTE 15: Unit Contacts 45% Units/6 Assessments

Provide Relevant Programs

- JTE 8: Cub Scout Advancement +9% VPY
- JTE 9: Scouts BSA Advancement +10% VPY
- JTE 10: Cub Scout Camping 60% Participation +2%
- JTE 11: Scouts BSA Camping 72% participation +2%
- JTE 12: Community Service 6.6 → 7.0 HPY

Leverage – People & Technology

“Through Selection and Training, we have Effective Leaders.”

- Develop Competent, Capable, Diverse Leadership
- JTE 16: Council Leadership Strategic Plan
- JTE 17: Evaluate & Update District Leadership
- JTE 18: Increase Unit Leadership +2.5%

Lagging

Leading